

Message Text

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PAGE 01 MILAN 00288 220826Z
ACTION EB-08

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INFO AMEMBASSY ROME
AMEMBASSY STOCKHOLM

UNCLAS MILAN 0288

E.O. 11652: N/A
TAGS: BEXP, IT
SUBJECT: FEBRUARY HI-FI SHOW AT MILAN TC DRAWS 7500 VISITORS

1. HI-FI USA EXHIBITION
2. USTC MILAN FEBRUARY 11-14, 1977
3. SEVENTEEN PARTICIPANTS FOR 54 U.S. COMPANIES
4. SALES DURING SHOW: \$1,708.760
5. SALES PROJECTED DURING NEXT 12 MOS.
 - A) NTM - \$5,818,000
 - B) OTM - \$6,400,000
 - C) TOTAL - \$12,218,000
6. TWO PARTICIPANTS SOUGHT EXREPS FOR 9 U.S. COMPANIES
7. FIVE EXREPS APPOINTED DURING SHOW WITH EIGHT ADDITIONAL EXPECTED.

M TOTAL VISITORS: 7448, 496 REGISTERED
9. THREE YEARS, THREE SHOWS, THUS HI-FI USA IS FAST BECMONG AN ANNUAL MTC SHOWCASE. THIS YEAR'S SHOW THE BEST EVER SECT A RECORD FOR VISITORS TO ANY SHOW HELD HERE THE LAST 10 YEARS. MORE IMPORTANTLY THESE VISITORS CAME FROM ALL OVER ITALY. VISITORS AND EXHBITORS ALIKE HAD NOTHING BUT PRAISE FOR THE ATTENDANCE, SHOW LAYOUT AND THE QUALITY AND QUANTITY OF PRODUCTS SEEN AND HEARD.

MTC AND ALL EXHIBITORS ARE REAY AND WILLING TO RE-DO A

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VERY GOOD SHOW; HOWEVER GIVEN THE FACT THAT ONLY ONE OF THE 17 PARTICIPANTS WAS FROM THE U.S., MTC PROPOSES NEXT YEAR'S EVENT AS A MULTI-COMPANY BSP, TO BE HELD AGAIN IN FEBRUARY.
HI-FI PRODUCTS, ESPECIALLY QUALITY U.S. EQUIPMENT IS VIRTUALLY UNAFFECTED BY ITALY'S RECESSION,. AS SEEN BY SALES FIGURES THE SHOW PRODUCED COMMERCIAL RESULTS

RARELY ACHIEVED IN OTHER CONSUMER GOOD SHOWS.
IN ORDER TO ACCOMMODATE THE NUMEROUS EXHIBITORS WHO
BROUGHT THEIR OWN SOUND DEMONSTRATION BOOTHS (AVERAGE
16M SQUARED) MTC RENTED AN ADDITION 300M SQUARED SPACE
IN MILAN FAIR'S ADJACENT PAVILION. THUS TOTAL SHOW
SPACE REACHED 900 SQUARE METERS.
IN SUMMARY SHOW WAS BIG, SUCCESSFUL AND WELL RECEIVED
BY ALL.FINA

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Message Attributes

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Sent Date: 22-Feb-1977 12:00:00 am
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Decaption Note:
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Disposition Approved on Date:
Disposition Case Number: n/a
Disposition Comment:
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Disposition Event:
Disposition History: n/a
Disposition Reason:
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